Alumni and Friends Newsletter // Summer 2018

Congratulations to Class of 2018
Greetings from Columbia, Missouri. I think many of you would agree with me that this year we have had unseasonal weather. Winter in Columbia was mild enough that we did not have any severe snow storms, however, we had snow in April, and the cold temperatures were the first in over twenty years. Spring flowers appeared as they were and they got stunned by the cold weather. I myself waited for the right temperature in May to start my vegetable garden. In November 2017, teams of undergraduate and graduate students participated in the Third Market Study Analysis competition organized by Smith Travel Research, held concurrently with the Hotel Experience Exhibition in New York. We were very excited when our student team placed second. Congratulations to the team!

As in previous years, we kicked off the 2018 new year with professional activities that involved both undergraduate and graduate students. Our senior students, led by faculty Drs. Seonghee Cho and Amanda Alexander, spent a week of their winter break while job shadowing and networking with management teams of our industry partners in St. Louis and Kansas City hotel properties. This activity is a part of the Lodging emphasis capstone course requirement. Meanwhile, my colleagues, Drs. Kim and Liu, several graduate students and I represented our University/Department, as one of the sponsors and attended the Graduate Education & Research conference in Hospitality & Tourism in January in Dallas/Fort Worth, TX.
Following the University and CAFNR' leads, we actively participated in the recruitment effort of freshmen and transfer students. This semester, we participated in the telephone calls in January and February arranged by CAFNR to admitted HM freshmen. We also sent out follow up handwritten cards with faculty signatures to congratulate these students and made them aware that HM will match a scholarship with freshmen who chooses HM as their major. Drs. Liu, Marshall and Palmero joined in the CAFNR Simulation 101 class to expose interested prospective high school students from Kansas City and St. Louis areas to hospitality industry and various emphasis areas in April. HM exhibited with a booth and colleagues engaged members of the Future Farmers Association (FFA) in April to bring awareness of our program. About 1000+ high school student members of FFA from all corners of Missouri visited Hearnes Center for judging, competitions and other activities. Additionally, to reach potential transfer students, I joined the team led by the College Pathway office to visit St. Louis Community College in March and Ozarks Technical Community College (OTC) in Springfield in April to explore collaborative relationships and to promote our Program. OTC is the third largest community college in the State.

In late April, I traveled to Kansas City to meet with Dr. Tim Murrell, Diploma+ Coordinator for Career and Technical Education, Kansas Public Schools and the Hospitality Management faculty at the Wyandotte High School. Afterwards, along with graduate students Seunghwan Lee and Hyewon Lee, we exhibited and promoted our online degree program at the annual Greater Kansas City Hotel & Lodging trade show at Marriott Kansas City Downtown.
HM hosted its annual industry panel in March & participated in the first CAFNR/A&S Career Opportunity Expo in spring. This is the first time that CAFNR has a spring Career Expo. To be a team member, we joined the CAFNR Career Expo instead of organizing our annual HM career fair. Hospitality recruiters, including Marriott International, interviewed students for their Voyage Management Trainee program.

We are excited for students who are recipients of the scholarship this year. Our student organizations, Eta Sigma Delta, Mizzou Association of Venue Managers and Club Managers of America Association, etc. remain engaged in their professional development activities.

We conducted our annual survey of the graduating seniors in April as we have been for the past three years. In May, we congratulated each of the 100+ graduates as they crossed the stage at the College’s graduation ceremony. Three of our graduates were also commissioned into the Marine ROTC. Congratulations to these graduates and we wish them the very best in their future endeavors.

Our heartfelt gratitude goes out to John Beverstein, an industry veteran and co-owner of Honey Baked Ham in Columbia. John has been our unofficial, pro-bono photographer at our May graduations for the last three years. Ed Schwitzky, another industry veteran and the President & Chief Strategist of EDitedMktg is a long-time supporter of our program and has come to campus every semester to guest lecture for the past 17 years. This year was not an exception and we greatly appreciate his continued support of our program.

Until the next newsletter, enjoy a relaxing summer break full of outdoor activities. Together, as neighbors and peers, let us bring knowledge, compassion and forward thinking to the community that we serve.

Mr. Ed Schwitzky shared his years of industry expertise with HM students during his bi-annual guest lecture on campus

Graduating seniors in ROTC commissioning ceremony. From left to right: Timothy Brady, Joseph Hupp and Matthew Raithel
Undergraduate Corner

Student team placed 2nd at the Smith Travel Research Student Market Analysis Competition

A group of HM students, led by Dr. Seonghee Cho, attended the HX Experience in November, 2017. HX is presented by the American Hotel & Lodging Association, the Hotel Association of New York City, Inc., and the New York State Hospitality & Tourism Association. HX is the largest hospitality show in North America and it caters to hotel owners, GMs, and hospitality property executives from all sectors of the hospitality industry. HX has become the must-attend trade event for the hospitality industry because every trend and innovation in hospitality from front-of-the-house, guest-facing amenities and technologies to back-of-the-house nuts and bolts is presented at the show.

HM students attended the HX show in New York in November 2017
While attending the HX show, graduate students participated in the Smith Travel Research Student Market Analysis Competition and won second place. Smith Travel Research, a company specializing in market share analysis for major hotel chains, organized the competition. The MU team, Yi-Sung Cheng, Angie Im, Tiantian Li and BeomJoo Kim, competed against 11 other schools, including Kansas State University, Michigan State University, Columbia University, New York University, Purdue University Northwest, Texas Tech University, Chandigarh University, DePaul University, Florida International University, University of Central Florida and University of New Orleans. Each team conducted an analysis of hotel industry data. The MU team analyzed the Austin, Texas market and discussed the market in relation to its competition. This is the third year that HM students have competed in the case competition. “We are extremely proud of our students and their ranking at the STR Competition,” Bryan Garton, Associate Dean and Director of academic programs, said. “The preparation and performance that the students demonstrate makes us truly proud.”

The winning team from left to right: BeomJoo Kim, Angie Im, Yi-Sung Cheng, Tiantian Li, and Steve Hood, Vice President of STR Global
Hospitality Management students had another successful intersession job-shadowing experience

The annual intersession is designed to develop students’ management skills and enhance their comprehensive knowledge of the hotel industry through hands-on experience. This year, a total of 35 hospitality management students participated in the five-day intersession from January 8 – 12, 2018, under the guidance of Dr. Seonghee Cho and Dr. Amanda Alexander.

The students job shadowed in various departments such as Sales, Human Resource, Housekeeping, Front desk, and F&B in major hotels in either Kansas City or St. Louis. In addition, the students gained industry insights through great networking opportunities with the management team of each hotel. The intersession is part of the capstone course, HSP_MGMT 4480, Advanced Lodging Management.

Once again, we appreciate the support from the nine participating hotel partners this year: Hilton St. Louis at the Ballpark, Hyatt Regency St. Louis at the Arch, Marriott St. Louis Grand Hotel, and St. Louis Union Station Hotel Curio Collection by Hilton; Adam’s Mark and Conference Center (Kansas City), Argosy Casino Hotel and Spa (Kansas City), Hilton Kansas City Airport, InterContinental Kansas City at the Plaza, and Kansas City Marriott Downtown.

Students job shadowed in Kansas City hotels Students participated in intersession hands-on experience in St. Louis hotels
HM hosted annual industry panel & participated in the first CAFNR/A&S Career Opportunity Expo in spring

In previous years, we hosted our annual Hospitality Management Industry Day in March. This is the first time that we first had one panel for the major instead of a separate panel for each emphasis area. The panelists were: Melissa Roach, Events and Marketing Coordinator, Burr Oak Brewery; Kip Williams/his delegate, Area People Director, Waffle House Restaurants; Heather Johnson, Assistant Lounge Manager at Capital Plaza Hotel, Brittany Hall, Recruiting Manager, TA & University Relations – Americas, Marriott International, Inc; Clayton Hill and Jeff Franta, Assistant Directors of Event Management, MIZZOU Athletics.

The panelists shared their invaluable experience in career paths and provided students with sound recruitment advice. Officers of International Hospitality Management Honor Society (ESD), Wesley Hjelm, Andrea Ball and Courtney McFarland did a great job organizing and moderating the session. The Industry panel was followed by the CAFNR/A&S Career Opportunity Expo. This is the first time that the CAFNR Career Expo organized a spring fair. As a team member, we encouraged hospitality partners to exhibit in the Expo and HM students to attend.

From left to right, panelists Jeff Franta, Clayton Hill, Heather Johnson, Melissa Roach; student moderators, Courtney McFarland, Wesley Hjelm, panelist Brittany Hall and student Andrea Ball
Promotion of the On-line degree program is underway

The development of courses for the on-line version degree in Hospitality Management is going as planned. With help from the Marketing team of the Mizzou on-line office, we developed the promotional material and a press release on the program was out in April. We announced the program to members of the Missouri Restaurant Association via their recent newsletter and at the last board meeting. For more information, refer to http://online.missouri.edu/degreeprograms/cafnr/hospitality-management/bachelors/.

In an effort to promote the Hospitality Management program in general, and the on-line degree program specifically, Dr. Tse, together with graduate students, Seunghwan Lee and Hyewon Lee, exhibited at the Greater Kansas City Hotel & Lodging Association trade show at the Marriott Downtown in April. We distributed 200 folders to hospitality partners with regular B.S degree and online degree flyers and promotional items.
New members are inducted into the International Hospitality Management Honor Society

Eta Sigma Delta (ESD) is an international honor society that recognizes the scholastic and professional achievement among hospitality and tourism students. In 1978, a group of students from the U of New Hampshire’s Whittemore School of Business and Economics initiated the society to recognize hospitality and tourism students for their outstanding achievement, service, and professionalism. Since then, over 90 active ESD chapters have been established throughout the world. The ESD chapter at the University of Missouri was established in 2011 and members of this society are by invitation only to juniors and senior students with a cumulative GPA in the top quartile are eligible for membership. ESD members actively volunteer in college and local events.

For the 2018 school year, ten new ESD members were inducted to the International Hospitality Management Honor Society ceremony on April 25 at the MU Student Center. The inductees were: Caitlyn Michelle Bier, Ziqian Ding, Olivia L. Huhmann, Russell Henry Mitchell, Madison Elisabeth O’Dell, Madeleine Allyssa Rayborn, Ashley Elizabeth Roberts, Haley Alison Ross, Abigail Marie Weiglei and Lauren Nicole Zigman. Dr. Dae-Young Kim is the faculty advisor (second from left in the photo).
Members of Missouri Association of Venue Managers (MAVM) are busy networking

On April 6-8, members of MAVM took a networking trip to Indianapolis. They visited the Indiana Pacers, Lucas Oil Stadium, Indy Fuel, Indianapolis Motor Speedway, Hinkle Fieldhouse and Indy Indians. On the Pacers tour, they spoke with a panel of seven staff who worked in a variety of jobs from sales, marketing, operations and broadcasting.

That panel was very beneficial and members gained a lot of insight into the industry. Lucas Oil was a great experience as well where members had a tour of the stadium and met with the head of operations and two staff who were responsible for bringing in mega events to Indianapolis such as the Final Four, NFL Combine and Big 10 Championship game.

At the Indy Fuel, members spoke with the head of Community Relations and who is also the mascot during the game. It was interesting to hear him talk about the dynamics of being a Double-A affiliate of the Chicago Blackhawks. At the Indianapolis Motor Speedway, members took a lap around the track and kissed the bricks which was a very memorable experience. They were told about the safety plans that are created for the race because it is always one of the largest gatherings of people in the US every year.

In Hinkle Fieldhouse, attendants walked around making a part of history. Probably due to it being the opening weekend of the season, members were not able to speak to anyone involved with the Indy Indians.

Overall, it was a great weekend of learning and seeing venues in Indianapolis first hand. Dr. Mauro Palmero is the faculty advisor of MAVM.
Mizzou Club Managers Association of America (CMAA) hosted an Industry Day

This semester has been quite an exciting time for Mizzou CMAA members. The semester started off by taking a long weekend trip to the Dallas and Fort Worth Area in Texas to tour private clubs, interview for management positions and internships, network, and learn from some of the industry’s best. Members visited the Fort Worth Club, Colonial Country Club, Lakewood Country Club, Dallas Athletic Club, Park City Club, and Ridglea Country Club. At the end of February, Mizzou CMAA organized a trip in St. Louis to tour some of the best private clubs in the area. Members truly enjoyed their time with one of our parent chapters and were excited to learn about the planning process occurring at Bellerive Country Club; in preparation for the 2018 PGA Championship.

In March, four CMAA members traveled to San Francisco to attend the 91st CMAA conference. It provided opportunity for members to meet other students from Hospitality Management programs around the nation, identify internship and career possibilities, and learn relevant and innovative material specific to the club management industry. The semester was completed by inviting managers from both parent chapters to campus where they got to see various hospitality entities and participated in the industry panel. Several graduating members accepted management positions at private country clubs in Kansas City, St. Louis, and Dallas. One member was offered a club management internship in North Carolina, where the General Manager is on the CMAA National Board. Dr. Amanda Alexander is the faculty advisor.

The Mizzou Hotel and Lodging Student Association

This continues to grow and is moving forward as a new association. Last semester, members attended the HX trade show and competed in a market analysis competition against students from across the nation. This past January we were able to start a partnership with the Columbia Hospitality Association, where our students have been able to attend their meetings and get to network with local general managers. In March, several students took the Certified Travel Association (CTA) certification exam (organized by the Travel Institute) with the Columbia Convention & Visitors Bureau. The association is now looking to finish Certification in Hotel Industry Analytics (CHIA) through Smith Travel Research. The faculty advisor is Dr. Seonghee Cho. Executive Officers Jacob Wilson and Reece Hartfield promote the Association
Selected students are excited to start their career under the Marriott Voyage Program

A HM senior in the Lodging emphasis area, Ryan Ebert, has always had a desire to help people and thus chose to major in Hospitality Management with an emphasis in Lodging Management. He decided to try out with the Voyage Program to secure a position within Marriott International. After doing as much research as possible about the program, he made sure his resume was perfect by going to the CAFNR Career office for assistance. During the campus interview, the recruiter asked multiple STAR style questions which he was familiar with being a local manager himself and having asked similar questions of candidates.

Ryan was invited to fly out to the final interview in Grapevine, Texas with five of his classmates. There he met 525 students from all over the country looking for the same opportunity he was. To stand out, he made a game plan to meet with managers he wanted to work for and learn as much as possible about each person before meeting with them. This strategy worked and he secured a few positions and was able to choose between multiple amazing hotels. Ryan chose to work for the Ritz Carlton, Dove Mountain in Tucson, Arizona where he will be in the rooms department.

Ryan’s advice for fellow classmates who are interested in the program would be to work as much as possible and make good connections in a hospitality setting during college. Like most things, good interviewing takes practice and to become comfortable with answers that will come up during interviews. Finally, “you want to learn as much as possible about the company and position before going into the interview, you can never do too much research when it comes to going for a job you are passionate about” Ryan explained.

Other HM students selected for the Voyage program this year include: Anthony Airdo at the Sheraton in Chicago, Tristan Hagar at the Marriott Grand in St. Louis and Morgan Campbell at the Marriott in Texas.
Congratulations to HM scholarship recipients

Congratulations to HM scholarship recipients for 2017/2018: Halie Bollini, Elizabeth Galligan, Elizabeth Jensen and Jacob Parmley from American Hotel & Lodging Education Foundation; Russell Mitchell, Carl J. Di Capo Scholarship; Spencer Mariottini from Joyce Walls Scholarship; Olivia Huhmann; Lillian Rohfing from Victor Bud Clever H&M Mgmt Fund and Emily Stoker from Hotel & Restaurant Management. The scholarships range from $1,000 to $3,000 each.

Russell Mitchell is a HM junior, with a dual emphasis in Food and Beverage Management and Lodging Management. He was inducted into Eta Sigma Delta, International Hospitality Management Honor Society. He is also a member of Mizzou Association of Venue Managers and Mizzou Collegiate 4-H. He considers himself an advocate for the Hospitality Management program. Russell applied for the NEWH scholarship and was delighted when he received it because it has opened many doors for him and he is very appreciative of the opportunity available. NEWH is the hospitality industry network from the Dallas Chapter. It prides itself on being the premier networking resource for the hospitality industry and it is developed by professionals actively engaged in development, management/operations, architecture, communications, design, distribution, education, manufacturing, production, purchasing, and sales of the hospitality, foodservice, senior living and related industries.

Russell Mitchell
HM sponsored the Graduate Education & Graduate Student Research Conference in Hospitality & Tourism

Faculty, Drs. Dae-young Kim, Pei Liu and Eliza Tse and graduate students attended the Graduate Education & Graduate Student Research Conference in Hospitality & Tourism in Dallas, TX in January. As a conference sponsor, we exhibited and promoted both the Department and the graduate program. Dr. Tse also answered questions from prospective candidates for the vacant Assistant Professor position.

Stand up presentations include:

- Wanying Liu & Pei Liu. “A pilot study to investigate consumers’ purchasing intention to use meal-kit delivery service.”

Posters include:

- Yidan Huang and Pei Liu. “Evaluating the impacts of poster messages on college students’ food consumption behaviors.”
Brown bag sessions continue with invited speakers

In late March, Lorie Simms, Interim director of the Division of Tourism, joined one of our brown bag sessions and spoke to faculty and graduate students regarding marketing strategies and the impact of tourism on Missouri economy. Last fall, Ronda Anderson/Workforce Research Manager at Missouri Economic Research and Information Center (MERIC) was also invited. She gave a research presentation to faculty and students regarding informational resources for hospitality occupational growth and opportunities throughout the State of Missouri and beyond.
As a part of the field trip of Dr. Marshall’s Gaming Management class, students visited Isle of Capri Casino in Boonville, Missouri and were received by heads of various departments.
Guest speakers speak to Dr. Marshall’s Gaming Management course

Guest speakers, Mr. Todd Nelson (second from left) and Ms. LeAnne McCarthy (second from right) of the Missouri Gaming Commission

Mr. Adrian Caldwell (2nd from left) and Ms. Jessica Sisco (2nd from right) from the Ameristar Hotel & Casino in St. Charles, Missouri
Marriott recruiters spoke to HM students

Marriott recruiters, Brittany Hall and her team spoke to HM students